



Contact:
Katherine Swift
508-543-8653
katherineswift@comcast.net

*Indulge in Sumptuous Handmade Holiday Treats
Sure to Make Everyone Feel Special*

*Carolyn's Handmade by 40ParkLane Offers Deliciously Unforgettable Handmade
Treats Guaranteed to Make the Perfect Hostess or Holiday Gift*

*Handmade, Award-Winning Pecans, Chocolate Bark, Toffee and European-Style Chutneys
Make Any Day Meaningful and Turn Parties into 'Gezellig' Experiences*

CONCORD, MASSACHUSETTS – July 9, 2007 – What do you give the friend who has everything? Carolyn's Handmade by 40ParkLane's delectable handmade treats – Sweet & Salty™ Pecans, Chocolate Bark, Toffee and Chutneys – will turn any event into a truly special heart-warming and taste-bud savoring occasion. Packaged in elegant, award-winning gift boxes, these handmade goodies are inspired by 40ParkLane founder Hans van Putten's Amsterdam upbringing - where handmade foods brought warmth to the heart and the palate. Ranging in price from \$7.99 to \$29.99, Carolyn's Handmade by 40ParkLane will delight friends and family one batch at a time.

When van Putten created 40ParkLane, his mission was to provide a momentary respite from the 'busy, have to do it now' mentality of today . . . to make available delectable handmade foods designed to contribute to the feeling of being together or 'gezellig' that we so miss today. *Gezellig* in Dutch means 'relaxed enjoyment with family and friends – a series of warm sociable occasions around the hearth, sharing stories and simply feeling content.'

"Not only am I sharing the wonderful European handmade treats but also the experiences of my childhood," said van Putten, President of 40ParkLane, and a native of the Netherlands. "My boyhood home was at 40ParkLane, Bussum, The Netherlands, where our extended family and friends celebrated being '*gezellig*' together on many memorable occasions. 40ParkLane's holiday treats help make any gathering '*gezellig*,'" said van Putten. (See enclosed Gift Menu for sizes, flavors and pricing.)

Carolyn's Handmade's Original Sweet & Salty™ Pecans have an exceptional flavor – the spiced and roasted pecans are coated with a secret recipe of spices to create a unique flavor. There is no other nut on the market like it and, in fact, are so good that “We recommend you buy two...because one won't make it home™!”

The all-natural Chocolate Bark is the perfect marriage between Carolyn's Handmade's award-winning roasted and spiced nuts and supreme Belgian chocolate. Luscious dark and milk chocolate are draped around full-bodied flavored pecans or cashews. The end result is a blend of flavors surprising in its balance and unique in its complexity.

40ParkLane's award-winning toffee received the "Best of the Aisles" award at the New York Fancy Food Show and is made in three all-natural delicious flavors: Traditional English; New England with Sweetened Dried Cranberries; and Amaretto. The toffee is crunchy and buttery - a perfect, glamorously rich, old-fashioned treat.

40ParkLane's chutney line has three flavors: Spicy Eggplant and Apple; Tomato; and Cranberry and Apricot. Carolyn's Handmade chutneys are a chunkier, thicker, European style condiment that makes a perfect accompaniment to roasted and grilled meat, fish, game and curry dishes, or serves as an ideal marinade. In good Dutch tradition these chutneys can be served with a piece of cheese or on a cracker. The chutneys are also Kosher-Parve.

Carolyn's Handmade by 40ParkLane is the ultimate indulgence, a must with your aperitif, a splendid dessert during the after-dinner coffee and cognac moment. It makes the perfect holiday or housewarming gift. All products are available in every day or gift packaging.

Carolyn's Handmade by 40ParkLane are available at www.40parklane.com or by calling 800-656-2940. Carolyn's Handmade by 40ParkLane also has a retail factory outlet located at 40 Beharrell Street in Concord, Massachusetts. The outlet is open, Mondays through Thursdays, 9 a.m. to 5 p.m., and Fridays, 9 a.m. to 3 p.m. Please call for weekend and holiday hours.

For media inquiries, please contact Katherine Swift at 508-543-8653 or katherineswift@comcast.net or for downloadable pictures, go to www.40parklane.com.

Gezellig